



Memo #59

Date: 08/16/97
To: ALL STORES
From: BUYING DEPT.
Re: R. J. REYNOLDS DISPLAY PROGRAM

IN AN EFFORT TO CAPITALIZE ON ALL REVENUES DERIVED FROM CIGARETTE PLACEMENT CONTRACTS, THIS LETTER WILL SERVE AS YOUR AUTHORIZATION TO MAXIMIZE FULL DOLLARS FROM YOUR R. J. REYNOLDS PROGRAM.

R. J. REYNOLDS HAS BEEN AUTHORIZED BY OUR COMPANY TO HAVE TWO (2) DISPLAY RACKS ON OUR CHECKOUT COUNTER. THE FIRST SHOULD BE IN FRONT OF THE CASH REGISTER AND THE SECOND IN FRONT OF A SECONDARY REGISTER OR LOTTERY MACHINE. RJR IS ALSO AUTHORIZED FOR A DISPLAY PIECE (POI) WHICH MAY BE A LIGHT THEFT, PRICE SIGN ETC.

YOUR LOCAL R. J. REYNOLDS REPRESENTATIVE WILL DISCUSS THE VARIOUS SIGNAGE AUTHORIZED AND WILL DISCUSS PAYMENT PROGRAMS WITH YOU. YOUR FULL AND COMPLETE COOPERATION IN THIS MATTER IS APPRECIATED. IF YOU HAVE ANY QUESTIONS FEEL FREE TO CONTACT YOUR SUPERVISOR OR OUR BUYING DEPARTMENT.

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